



Abstract

What is "Compare"

As the Internet grows, many businesses set up and conduct commercial web sites, aimed to sell various products and/or services on the Web. Various technologies were developed and deployed to make a web site visually appealing to the users of the site and to present a site visitor with a description of each and every product.

However, sometimes reading a description is simply not enough to make a decision about what product would be the best to purchase. Many shoppers may find themselves facing great difficulty when it comes to making a decision between two or more products of the same kind, with nearly the same features. Therefore it's nice, and would be useful to have, a way of comparing

said two or more products in a form that would suffice the following requirements: a) be comprehensible enough b) will include a relevant and up-to-date information and c) would also be sales oriented, comprising various techniques to convince the person to buy a product, highlighting various important key features of a product, etc.

Existing methods of performing a similar comparison exist, however with certain limitations: 1) the comparison is done through a table, usually giving a raw, dry information regarding the topics that are listed in the description of the products anyway. Thus, though shortening the time needed to be spent on reading the full description of said products, the information given through a such comparison technique is usually not enough for the user to make a decision. 2) There is no way to compare said products only by several, variable topics that can be defined by the user 3) The comparison is not made through a natural language thus eliminating the human touch from the process and 4) The data presented does not provide the relative information about the products - e.g. - a product is bigger/sweeter/smaller than another product.

The following application is to describe a method and apparatus for performing a concise and meaningful comparison between an unlimited amount of products, presenting the user with a natural language output. The apparatus is encapsulated as a stand alone web server application and does not require the use of an external third party tools and can be used by any Web Site with no need for a significant change in the structure or the back bone technology deployed by said web site.